

Priority Area: Wellness/Prevention

Goal 1: Increase the proportion of Frederick County residents who are physically active.

Implement Key Actions in the context of: 1) Health Disparities; 2) Cultural Competencies

Objectives	Key Actions	<u>Recommended</u> Person(s) Responsible	Completed by When?
<p>Objective 1: By 2014, reduce the percentage of adults who do not meet either the aerobic or muscle strengthening guidelines to 39.2%. (Guidelines= 150 minutes per week of moderate or 75 minutes of vigorous activity <i>and</i> muscle strength training 2x per week).</p> <p><i>Note: County baseline 40.9%</i> <i>Data source: MDBRFSS(2011)</i> <i>RE: HP 2020 target PA-2</i></p>	1. Develop worksite wellness programs and encourage adoption of policies (to include health insurance with wellness benefits) that promotes health and physical activity.	Subcommittee Members Community Living (Carlotta Salter) YMCA	Progress made- ON-GOING
	2. Expand the FMH “Take the Stairs” campaign to include other daily activities and the whole community	Subcommittee Members FMH	December 2013
	3. Investigate and support current environmental initiatives within Frederick County that support increased physical activity such as safe bike trails.	Subcommittee Members Frederick City Bike Coalition CareNet (Angela Phillips)	December 2013
<p>Objective 2: By 2014, 23% of male and 12% of female middle and high school students are physically active for at least 60 minutes per day.</p> <p><i>Note: County Baseline: Males 21.3%; Females 10.5%;</i> <i>Data Source: MYTS (2010)</i> <i>RE: HP 2020 target PA- 3</i></p>	1. Support recommendations from the School Health Council K-12 Action Plan related to physical activity.	Subcommittee Members FCPS (Christa Williams) FCHD (Beth Mowery) YMCA Diversity Leadership Institute	December 2014
	2. Support Child Care Choices in increasing the availability of continuing education classes for licensed daycare providers that educate about the importance of daily physical activity for children	Subcommittee Members Childcare Choices Head start YMCA	Completed- ON-GOING

Goal 2: Increase the proportion of Frederick County residents who are at a healthy weight.

Implement Key Actions in the context of: 1) Health Disparities; 2) Cultural Competencies

Objectives	Key Actions	<u>Recommended</u> Person(s) Responsible	Completed by When?
<p>Objective 1: By 2014, reduce the percentage of Frederick County adults who are obese to 24% (BMI 30 and above).</p> <p><i>Note: County Baseline: 25.5%;</i> <i>Data source: MDBRFSS (2011)</i></p>	(1) Develop worksite wellness programs and/or encourage adoption of policies that promote health for employers within Frederick County	<ul style="list-style-type: none"> ○ FMH ○ FCHD ○ Extension Office ○ YMCA 	Progress made- ON-GOING
	(2) Increase the availability and accessibility of affordable lifestyle programs that promote healthy weight and that target those in underserved communities.	<ul style="list-style-type: none"> ○ YMCA ○ Parks & Recreation-City & County ○ Local health clubs/organizations 	Dec 2014
	(3) Encourage and acknowledge restaurants that offer healthier options (lower in sodium, calories and unhealthy fats) and recruit restaurants offering various ethnic and lower priced meals.	<ul style="list-style-type: none"> ○ Diabetes Coalition 	ON-GOING
	(4) Identify or increase the availability of space for community gardens and promote “Buy Local-Eat Local” principles	<ul style="list-style-type: none"> ○ Extension Office ○ Frederick City Parks & Rec ○ Frederick County Parks & Rec. (proposed-pending approval) 	ON-GOING
	(5) Develop a culturally and linguistically appropriate campaign for health care providers that ensure routine assessment of BMI during annual physicals and promotes communication with patients regarding maintenance of a healthy weight	<ul style="list-style-type: none"> ○ FCHD ○ FMH ○ Diversity Leadership Institute 	Dec 2013

<p>Objective 2: By 2014, reduce the proportion of middle and high school students who are overweight (85th to 94th percentile of BMI for age) to 12.9%</p> <p><i>Note: County Baseline: 13.9%;</i> <i>Data source: MYTS (2010)</i></p>	(1) Increase the availability of continuing education classes for daycare providers that educate about healthy meal planning for children	<ul style="list-style-type: none"> ○ Childcare Choices of the Mental Health Association ○ Extension Office 	Completed-ON-GOING
	(2) Increase nutrition education and healthy food choices throughout Frederick County public and private schools.	<ul style="list-style-type: none"> ○ FCPS (Elementary and Secondary physical education and Health Curriculum Specialists and Food Services Manager) ○ Private Schools: The Banner School, Saint John Regional Catholic School, Trinity School ○ Extension Office 	Dec 2014
	(3) Implement a culturally and linguistically appropriate educational campaign targeting underserved communities that promotes the feeding recommendations of the Am. Acad. of Pediatrics (breast milk only for the first six months, no solids until six months) and that offers guidance regarding healthy meal planning for children.	<ul style="list-style-type: none"> ○ FMH ○ FCHD ○ Diversity Leadership Institute 	Completed-ON-GOING
	(4) Identify or increase the availability of space for community gardens and promote “Buy Local-Eat Local” principles	<ul style="list-style-type: none"> ○ Extension Office ○ Frederick City Parks & Rec ○ Frederick County Parks & Rec. (proposed-pending approval) 	ON-GOING
	(5) Encourage and acknowledge restaurants that offer healthier options (lower in sodium, calories and unhealthy fats) and recruit restaurants offering various ethnic and lower priced meals.	<ul style="list-style-type: none"> ○ Diabetes Coalition 	ON-GOING

<p>Objective 3: By 2014, reduce the percentage of census tracts within Frederick County that have food deserts to 5.5%</p> <p><i>Note: County Baseline (2000): 6.1%;</i> <i>Data source: USDA (same as SHIP)</i></p>	(1) Identify or increase the availability of space for community gardens and promote “Buy Local-Eat Local” principles	<ul style="list-style-type: none"> ○ Extension Office ○ Frederick City Parks & Rec ○ Frederick County Parks & Rec. (proposed-pending approval) 	ON-GOING
	(2) Engage key stakeholders in communities designated as having low access to discuss the issue and explore the need for taking action.	<ul style="list-style-type: none"> ○ Obesity Sub-Group of the Wellness/Prevention Committee 	Dec 2014
	(3) Encourage food markets, convenience stores, and farmers markets to promote healthy choices, increase the availability of fruits and vegetables, and accept EBT and WIC vouchers. (EBT is an electronic transfer system for those receiving public assistance).	<ul style="list-style-type: none"> ○ FCHD ○ Diversity Leadership Institute ○ Office of Economic Development 	Dec 2014
<p>Goal 3: Reduce the overall use of tobacco products in Frederick County</p> <p>Implement Key Actions in the context of: 1) Health Disparities; 2) Cultural Competencies</p>			
Objectives	Key Actions	<u>Recommended Person(s) Responsible</u>	Completed by When?
<p>Objective 1: Reduce tobacco use by adults to 16.2% by 2014.</p> <p><i>Note: County Baseline: 17.2%;</i> <i>Data source: MDBRFSS (2011)</i></p>	(1) Engage 6-10 County employers of construction /extract- occupations, installation/ maintenance / repair occupations and food preparation /serving-related occupations. Provide education and on-site cessation services.	CRF Program / Coalition Chamber of Commerce FC Office of Economic Development	December 2014
	(2) Outreach to local mental health / substance abuse agencies and provide education and on-site cessation services.	CRF Program / Coalition	Completed-ON-GOING
	(3) Outreach to PAC / MA providers to provide education and solicit participants for cessation classes.	CRF Program / Coalition Health Care Connection	Completed-ON-GOING
	(4) Develop "Learning Lunches" type trainings for local physicians on 5-A's (Ask, Advise, Assess, Assist, Arrange) and motivational interviewing.	CRF Program / Coalition FMH	Progress made-ON-GOING

	(5) Develop and implement Nicotine Anonymous groups. Advertise / market.	CRF Program / Coalition Recovery Community	December 2014
	(6) Utilize social media and promote the Text2Quit program.	CRF Program / Coalition	December 2014
<p>Objective 2: Reduce tobacco use by youth (18 & under) to 21% by 2014.</p> <p><i>Note: County Baseline: 22.6%;</i> <i>Data source: MYTS 2010</i></p>	(1) Contact and engage four (4) local area colleges to provide education and cessation services. Assist with no smoking on campus policy development.	CRF Program / Coalition FCC Wellness Program MSM Wellness Program Hood College Wellness Program Accutech Business Institute	Progress made- ON-GOING
	(2) Engage with local FLASH and youth groups and utilize tobacco prevention & educational activities.	CRF Program / Coalition Life and Discovery, Inc. Local Youth Organizations	Completed- ON-GOING
	(3) Identify opportunities for reaching transitioning 8th grade students. Provide tobacco use hazard education.	CRF Program / Coalition School Health / FCPS	Completed- ON-GOING
	(4) Develop and provide youth cessation service training for school nurses and techs.	CRF Program / Coalition School Health / FCPS	December 2014
	(5) Engage local private schools to provide tobacco use hazard education. Provide cessation services on-site.	CRF Program / Coalition Local Private Schools	Completed- ON-GOING
<p>Objective 3: Reduce tobacco use by pregnant women to 6% by 2014.</p> <p><i>Note: County Baseline (2008): 7.4%;</i> <i>Data source: 2000-2008 Monitoring Changing Tobacco Use Behaviors</i></p>	(1) Provide OB/GYN physicians with education/training on 5 A's (Ask, Advise, Assess, Assist, Arrange). Develop on-site cessation services and provide cessation aids.	CRF Program / Coalition Health Care Connection FCHD / MCH FMH	Completed- ON-GOING
	(2) Engage FMH Pregnancy Center to provide education and training on 5 A's (Ask, Advise, Assess, Assist, Arrange) and Quitline services. Develop on-site cessation services and provide cessation aids.	CRF Program / Coalition Health Care Connection FCHD / MCH FMH	Progress made- ON-GOING
	(3) Engage and provide education/training to local non-profits providing pregnancy/ child care services to area minorities and low-income families. Develop on-site cessation services and provide cessation aids.	CRF Program / Coalition FCHD / WIC Local Family Agencies (CareNet, Family Partnership)	December 2013